

FIG.1

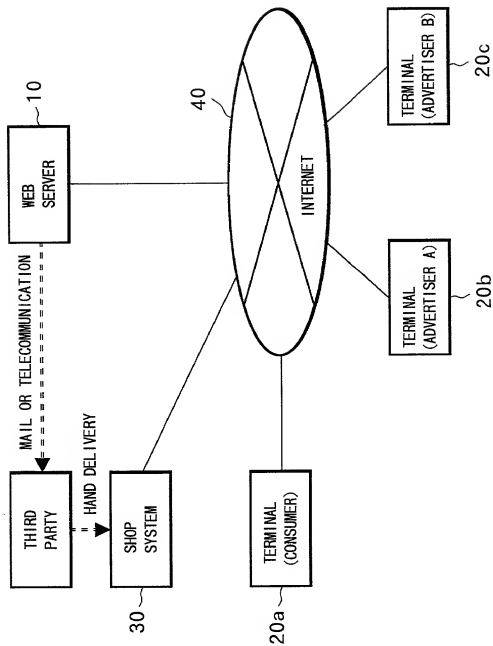


FIG. 2

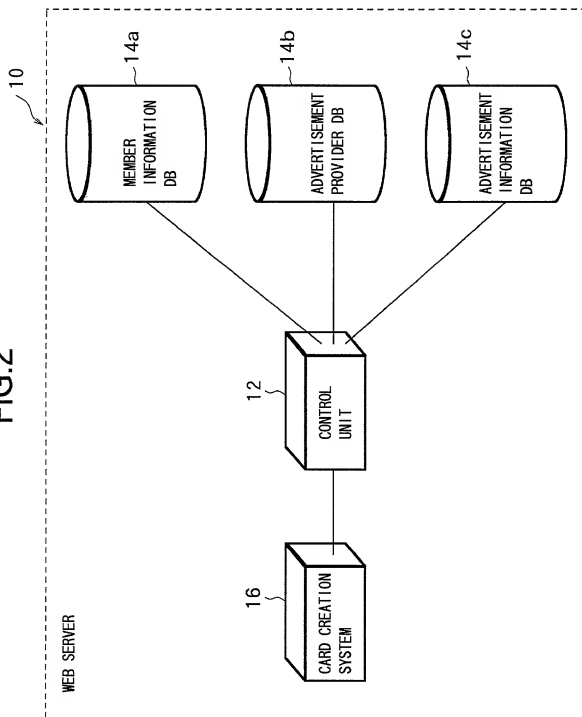


FIG.3

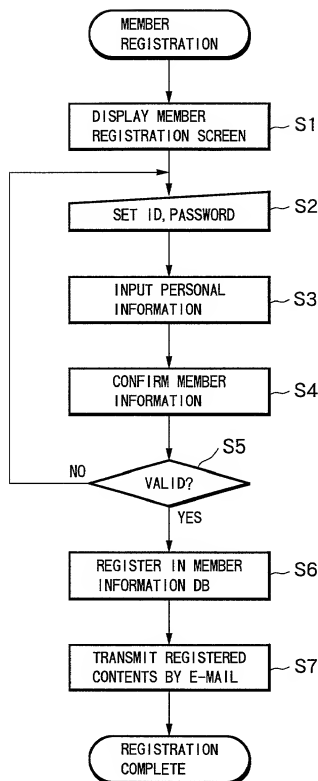


FIG.4

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"MEMBER REGISTRATION SCREEN"

| | |
|---------------------|--|
| MEMBER ID | M000001 |
| PASSWORD | ***** |
| NAME | KADO OKURU |
| SEX | <input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE |
| DATE OF BIRTH | 1975 06 30 |
| ADDRESS | 〇-〇-〇 KICHIJOJI, MUSASHINO-SHI, TOKYO |
| TELEPHONE NUMBER | 0422-20-XXXX |
| FAX NUMBER | 0422-23-XXXX |
| E-MAIL ADDRESS | kado@fjb.net.jp |
| OCCUPATION | (1) STUDENT |
| HOBBIES | (1) MUSIC |
| INTERESTS | (6) COMPUTER |
| PROVIDE INFORMATION | <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO |

REGISTER

CANCEL

FIG.5

| MEMBER ID | PWD | NAME | SEX | DATE OF BIRTH | REGION | ADDRESS | TELEPHONE NUMBER | FAX | E- MAIL | PROVIDE INFORMATION | OCCUPATION | HOBBIES | INTERESTS | UTILIZATION FREQUENCY |
|--------------|------|---------------|-----|---------------------|--------|--|----------------------|----------------------|------------------------------|------------------------|------------|---------|-----------|--------------------------|
| M000 001 | **** | KADO OKURU | S00 | 1975/ 06/30 | R03 | KICHIJOJI HONCHO, MUSASHINO- SHI TOKYO | 0422- 20- XXXX | 0422- 23- XXXX | kado@ fjb. net. .jp | 101 | J0001 | T0001 | T0006 | 5 |

FIG.6

| SEX ID | CONTENTS |
|--------|----------|
| S00 | MALE |
| S01 | FEMALE |

FIG.7

| PROVIDE INFORMATION ID | CONTENTS |
|---------------------------|----------|
| I01 | YES |
| I02 | NO |

FIG.8

| OCCUPATION ID | CONTENTS |
|---------------|-----------------------------------|
| J0001 | STUDENT |
| J0002 | COMPANY EMPLOYEE (OFFICE WORK) |

FIG.9

| TARGET FIELD ID | CONTENTS |
|-----------------|----------|
| T0001 | MUSIC |
| T0002 | MOVIES |
| T0003 | DRIVING |
| T0004 | GOLF |
| T0005 | FISHING |
| T0006 | COMPUTER |
| T0007 | TENNIS |
| | |

FIG. 11

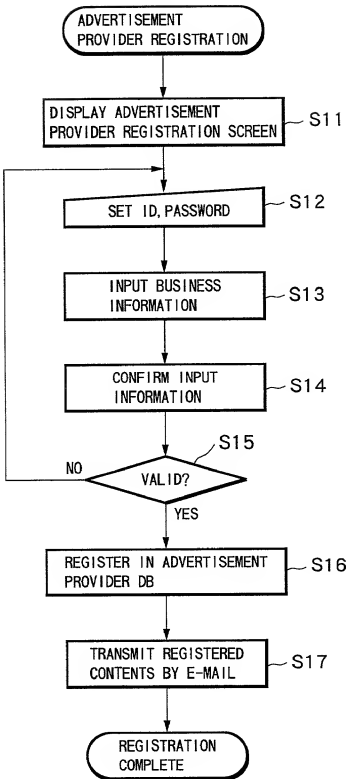


FIG.12

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"ADVERTISEMENT PROVIDER REGISTRATION SCREEN"

| | |
|---------------------------|------------------------------------|
| ADVERTISEMENT PROVIDER ID | C00001 |
| PASSWORD | ***** |
| NAME | MOVIE JAPAN, INC. |
| ZIP CODE | 112-8572 |
| ADDRESS | ○-○-○ KOURAKU, BUNKYO-KU, TOKYO |
| SECTION IN CHARGE | MARKETING SECTION |
| PERSON IN CHARGE | TARO EIGA |
| TELEPHONE NUMBER | 03-5804-XXXX |
| FAX NUMBER | 03-5804-XXXX |
| E-MAIL ADDRESS | xxx.Music.net.jp |
| TYPE OF BUSINESS | (2) MOVIES |

REGISTER CANCEL

FIG.14

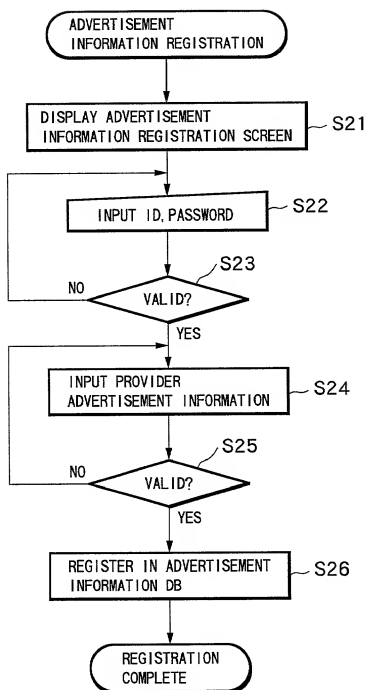


FIG.15

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| "ADVERTISEMENT INFORMATION REGISTRATION SCREEN" | | |
|---|---|---------------------------------------|
| ADVERTISEMENT PROVIDER ID | <input type="text" value="C00001"/> | |
| PASSWORD | <input type="text" value="*****"/> | |
| ADVERTISEMENT ID | <input type="text" value="A0001"/> | |
| DATA NAME | <input type="text" value="NEW RELEASE INTRODUCTION 20000626"/> | |
| TARGET GENERATION | <input type="text" value="20"/> ~ <input type="text" value="24"/> | YEARS |
| TARGET REGION | <input type="text" value="(3) KANTO"/> | |
| TARGET SEX | <input type="text" value="(1) MALE"/> | |
| TARGET FIELD | <input type="text" value="(2) WATCHING MOVIES"/> | |
| TARGET OCCUPATION | <input type="text" value="(2) COMPANY EMPLOYEE (OFFICE WORK)"/> | |
| DISCOUNT UNIT | <input type="text" value="%"/> | |
| DISCOUNT RATE | A RANK | <input type="text" value="15"/> |
| | B RANK | <input type="text" value="10"/> |
| | C RANK | <input type="text" value="5"/> |
| | SPECIAL | <input type="text" value="50"/> |
| NO. OF ADVERTISEMENTS | <input type="text" value="10000"/> | VIEWS |
| LIMIT | <input type="text" value="(5) UP TO FIVE SHEETS AT ONE TIME"/> | |
| PERIOD | FROM | <input type="text" value="20000801"/> |
| <input type="button" value="REGISTER"/> | | <input type="button" value="CANCEL"/> |

FIG.17

| GENERATION ID | CONTENTS |
|---------------|------------------------|
| Y0009 | 0~9 YEARS |
| Y1014 | 10~14 YEARS |
| Y1519 | 15~19 YEARS |
| Y2024 | 20~24 YEARS |
| Y2529 | 25~29 YEARS |
| Y3034 | 30~34 YEARS |
| Y3539 | 35~39 YEARS |
| Y4049 | 40~49 YEARS |
| Y5060 | 50~59 YEARS |
| Y6099 | OVER 60 |
| Y0099 | ALL GENERATIONS TARGET |
| | |

FIG.18

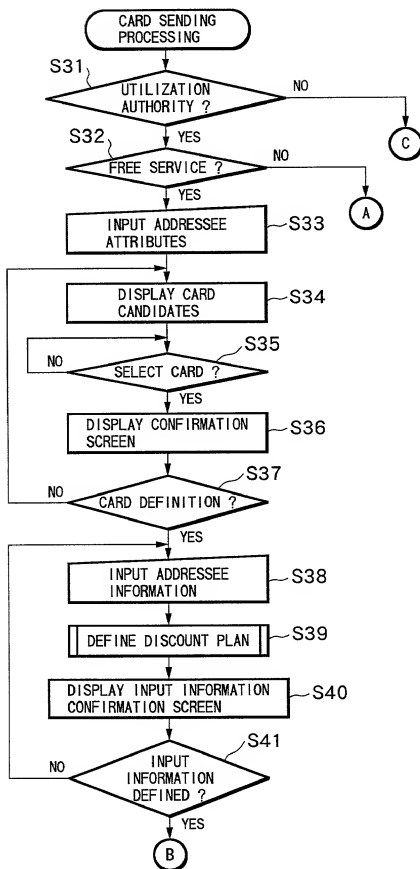


FIG.19

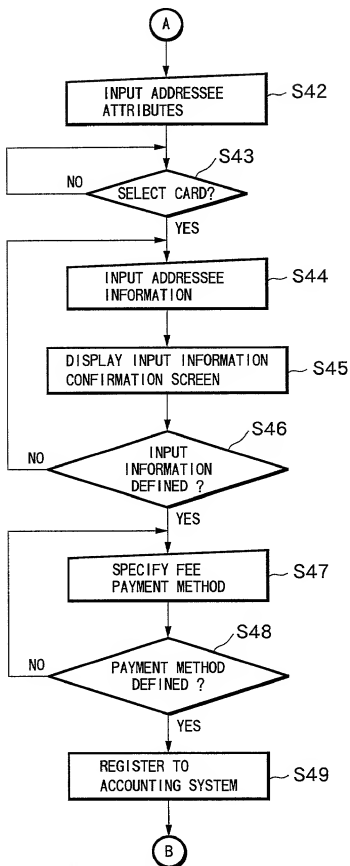


FIG.20

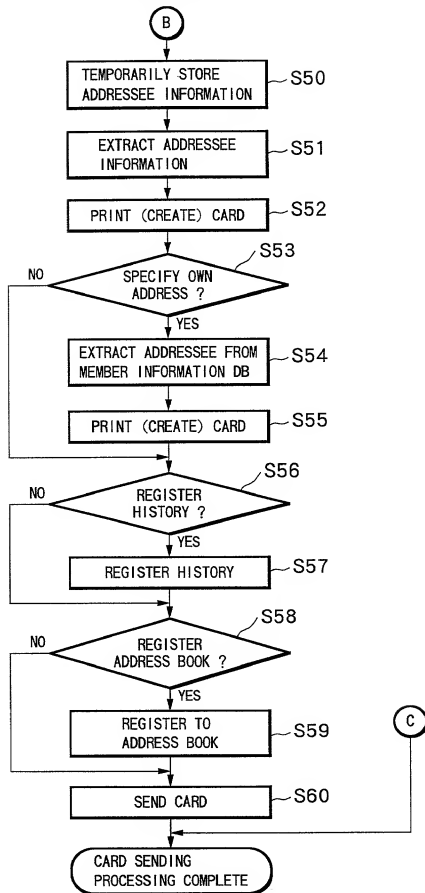


FIG.21

56

DEAR Mr. KADO

TO WHOM DO YOU WISH TO SEND A POST CARD OR
ELECTRONIC GREETING CARD ?

FILL IN THE FOLLOWING SURVEY IN ORDER TO
AUTOMATICALLY DISPLAY THE CARD CANDIDATES
WHICH THAT PERSON LIKES.

=====

IS THE OTHER PARTY A MALE OR FEMALE ?

☐ MALE ☒ FEMALE

HOW OLD ARE THEY ? [20~24] YEARS

OCCUPATION ? [STUDENT]

HOBBIES ? [WATCHING MOVIES]

WHICH DO YOU WANT, A POST CARD OR ELECTRONIC
GREETING CARD ? [POST CARD]

FORWARD

BACK

FIG.22

58

SELECT POST CARD BY CLICKING

=====

| | |
|---|--|
| JAPANESE MOVIE NO. 1 NOW SHOWING A COMPANY | FOREIGN MOVIE NO. 1 NOW SHOWING A COMPANY |
| THIS MONTH NO. 1 NOW SHOWING B COMPANY | USA NO. 1 COMING SOON C COMPANY |

BACK

FIG.23

60

IS THIS CARD OK ?

=====

MATCH THE SENDER ATTRIBUTE DATA WITH AN
ADVERTISEMENT MADE BY C COMPANY FOR
THOSE ATTRIBUTES, AND DISPLAY THIS.

ISSUE COUPON

USA NO. 1
COMING SOON
C COMPANY

THIS CARD IS TO INTRODUCE
"○○○" MOVIE COMING SOON
CLICK HERE FOR MOVIE THEATRE
IS THIS CARD OK ?
☒ YES ☐ SELECT ANOTHER CARD

FORWARD

BACK

62

| | | | |
|----------------------------|--|---|-----------------------------|
| INPUT MESSAGE AND ADDRESS | | RETRIEVE ADDRESS BOOK | |
| ADDRESS | 〒112-XXXX ○-○-○ NISHI SHINJUKU, SHINJUKU-KU, TOKYO | | |
| NAME: | TORU FUJI | OTHER PARTY MEMBER ID | |
| MESSAGE | IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER. | | |
| LEAVE AS HISTORY ? | | <input checked="" type="checkbox"/> YES | <input type="checkbox"/> NO |
| REGISTER IN ADDRESS BOOK ? | | <input checked="" type="checkbox"/> YES | <input type="checkbox"/> NO |
| FORWARD | | BACK | |

FIG.25

64

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

| | |
|---|---------|
| USA MOVIE NO. 1 THE LAST SPECTACULAR MOVIE OF THE CENTURY ! | |
| NATIONWIDE C COMPANY FOREIGN MOVIE, COMING SOON | |
| http://www.fjb.co.jp/cinema/ | FUJITSU |
| (BACK) | |
| CONFIRM | |

| | |
|---|---|
| POST PAID www.fjb.co.jp/ | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| Mr. TORU FUJI O-O-O NISHI SHINJUKU, SHINJUKU-KU TOKYO | |
| FROM KADO ===== (MESSAGE SPACE) | |
| IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER | |
| IDENTIFICATION CODE/CAMPAIGN CODE (FRONT) | |
| AMEND | |

FIG.26

66

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

| | |
|--|--|
| <p>USA MOVIE NO. 1</p> <p>THE LAST SPECTACULAR MOVIE OF THE CENTURY!</p> <p>(PROMOTION, ADVERTISEMENT CONTENTS PRINTING)</p> | |
| <p>(MESSAGE FROM ADVERTISER, PRINTING OF INFORMATION OF NEIGHBORING EVENT SITE)</p> | |
| <p>..... 20% DISCOUNT</p> <p>(COUPON INFORMATION PRINTING)</p> | |

(BACK)

CONFIRM

| | | |
|---|---|--|
| <p>POST PAID</p> <p>www. fjb. co. jp/</p> | <p>Mr. TORU FUJI</p> <p>○-○-○ NISHI SHINJUKU, SHINJUKU-KU TOKYO</p> | <p>FROM KADO</p> <p>=====</p> <p>(MESSAGE SPACE)</p> <p>=====</p> <p>IT'S BEEN A LONG TIME. HOW ARE YOU ?</p> <p>THE HOT WEATHER IS CONTINUING.</p> <p>HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.</p> |
| <p>IDENTIFICATION CODE/CAMPAIGN CODE</p> | | |


(FRONT)

AMEND

FIG.27

68

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

| | |
|--|--|
| <p>BILLBOARD NO.1</p> <p>BIGGEST HIT OF YEAR 2000!</p> <p>COMING SOON</p> | |
| <p>(PROMOTION, ADVERTISEMENT CONTENTS PRINTING)</p> | |
| <p>IF YOU INSERT THIS CARD IN THE PLAYER AT THE CD SHOP, YOU CAN TRIAL LISTEN TO THE UNRELEASED SONG OR MUSIC.</p> | |
|  <p>HIT-MUSIC 2000.</p> | |

(BACK)

CONFIRM

| | | | |
|---|-----------|----------------|---|
| <table border="1"> <tr> <td>POST PAID</td> </tr> <tr> <td>www.fjb.co.jp/</td> </tr> </table> | POST PAID | www.fjb.co.jp/ | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
| POST PAID | | | |
| www.fjb.co.jp/ | | | |
| <p>Mr. TORU FUJI</p> <p>○-○-○ NISHI SHINJUKU,</p> <p>SHINJUKU-KU TOKYO</p> | | | |
| <p>FROM KADO</p> <p>=====</p> <p>(MESSAGE SPACE)</p> <p>=====</p> | | | |
| <p>IT'S BEEN A LONG TIME. HOW ARE YOU ?</p> <p>THE HOT WEATHER IS CONTINUING.</p> <p>HOW ABOUT LISTENING TO A MUSIC TO PASS</p> <p>AWAY THE SUMMER.</p> | | | |

(FRONT)

AMEND

FIG.28

70

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

| | | | |
|---|--|---|--|
| USA MOVIE NO. 1 THE LAST SPECTACULAR MOVIE OF THE CENTURY ! | | NATIONWIDE C COMPANY FOREIGN MOVIE, COMING SOON | |
| http://www.fjb.co.jp/cinema/ | | <input type="text"/> FUJITSU <input type="text"/> | |
| | | (BACK) <input type="button" value="CONFIRM"/> | |

| | |
|--|---|
| <input type="text"/> POST PAID <input type="text"/> www.fjb.co.jp/ | <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| Mr. M000001 (NAME AND ADDRESS IS PRINTED ON THE ACTUAL CARD) | |
| FROM KADO ===== (MESSAGE SPACE) | |
| IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER. | |
| IDENTIFICATION CODE/CAMPAIGN CODE (FRONT) | |
| <input type="button" value="AMEND"/> | |

FIG.29

72

A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

| | | | | | | | | | | | | | | | | | |
|---|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------|--|--|--|--|--|--|--|
| <p>ILLUSTRATION OR PICTURE CORRESPONDING TO AN EVENT OF THE ADDRESSEE</p> | <table border="1"> <tr> <td>POST PAID</td> <td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td><td><input type="checkbox"/></td> </tr> <tr> <td>www.f/b.co.jp/</td> <td colspan="7"></td> </tr> </table> <p>Mr. TORU FUJII O-O-O NISHI SHINJUKU, SHINJUKU-KU TOKYO</p> <p>FROM KADO</p> <p>=====</p> <p>(MESSAGE SPACE)</p> <p>=====</p> <p>CONGRATULATIONS ON YOUR WEDDING. I CAN NOT ATTEND YOUR WEDDING RECEPTION FOR PERSONAL REASONS, BUT I WILL TRY TO GO TO THE FOLLOW UP PARTY.</p> <p>=====</p> <p>IDENTIFICATION CODE/</p> | POST PAID | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | www.f/b.co.jp/ | | | | | | | |
| | POST PAID | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | | | |
| www.f/b.co.jp/ | | | | | | | | | | | | | | | | | |
| <p>(BACK)</p> <p>CONFIRM</p> | | | | | | | | | | | | | | | | | |
| | <p>(FRONT)</p> <p>AMEND</p> | | | | | | | | | | | | | | | | |

FIG.30

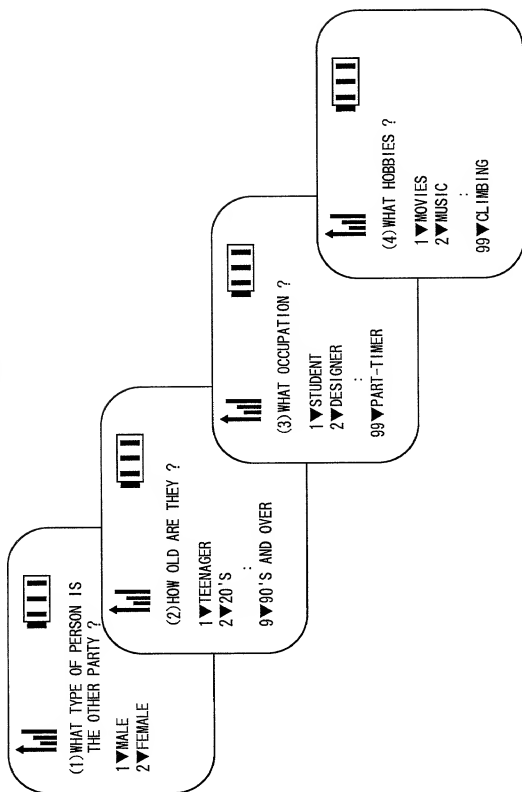


FIG.31

Diagram illustrating three sequential input prompts (5), (6), and (7) displayed on a screen, each with a status bar at the top.

Box (5):

- Status bar: Signal strength (upward arrow) and Battery level (4 bars).
- Text: (5) PLEASE INPUT OTHER PARTY'S NAME ?
- Input field: TORU FUJI

Box (6):

- Status bar: Signal strength (upward arrow) and Battery level (4 bars).
- Text: (6) ADDRESS OF OTHER PARTY ?
- Input field: 1-7-27 KOURAKU, BUKYO-KU, TOKYO

Box (7):

- Status bar: Signal strength (upward arrow) and Battery level (4 bars).
- Text: (7) PLEASE INPUT MESSAGE ?
- Input field: IT'S BEEN A LONG TIME. HOW ARE YOU? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.

FIG.32

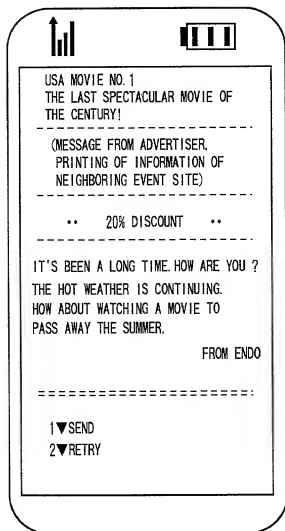


FIG.33

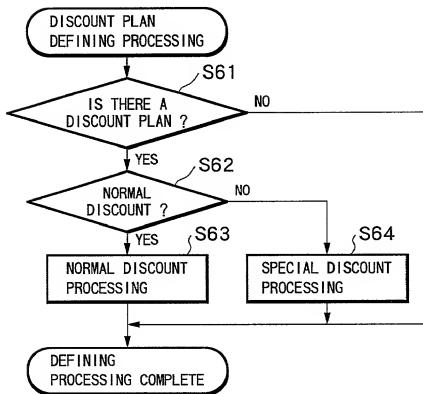


FIG.34

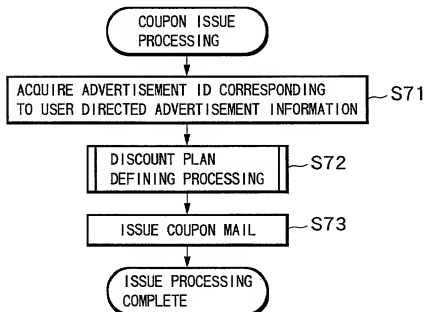


FIG.35

